

National HIV/AIDS Communication Survey-South Africa 2006

- NDoH/Khomanani/Health Development Africa
- Centre for AIDS Development Research and Evaluation
- Soul City
- Johns Hopkins Health and Education in South Africa (PEPFAR/USAID)

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OBJECTIVES

1. To develop an understanding of the overall HIV/AIDS communication environment
2. To understand communication gaps that can inform future communication interventions
3. To determine the reach and complementarities of national communication campaigns and their contribution to individual level responses
4. To develop a baseline for future comparisons

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METHODOLOGY

- Quantitative-National representative sample of 7,000 respondents ages 15-60 with an additional over-sampling of 1,500 respondents (300 in 5 sites)
- Qualitative-Focus Group Discussions and in-depth individual interviews

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WHY

- Limitations of previous studies
 - Interventions specific
 - Reduced number of communication specific questions
 - No overall communication environment questions

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WHAT

- Demographic data – socio-economic status, sex, geotype, age, education, race, language, marital status, mobility, having children in your care own/family/other
- Media exposure – radio, tv, print, outdoor, internet national campaign/programmes including – Khomanani, Soul City, loveLife, Tsha Tsha, Soul Buddyz, Gazlam, Takalani Sesame, Beat It, Choice, SABC 2

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WHAT

- Other sources of HIV/AIDS information on television, radio, newspapers, magazines
- Community level campaign/programme/intervention exposure – heard/seen/participated, workshops, training, rally, door to door, event, play, club, FBO, school, university
- Contextual exposure - services, personal experience, actions, belonging, dialogue, training, CBO/NGO in community, FBO, PLWHA

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WHAT

- Knowledge -
prevention/treatment/care/support/rights
- Attitudes and subjective norms - stigma,
helping/association, gender, perceptions
services/government/political, culture
- Perception of risk
- Information seeking

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WHAT

- Self-efficacy – ability to insist on condom use, no to sex, communicate with partner, alcohol/substance abuse, violence, coercion
- Behaviours, practices – prevention, treatment, care, support, rights (TB/STI) –
- Community – participation, dialogue, community efficacy, social capital

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CURRENT STATUS

- Field work complete
- Data cleaned
- Recodes and weighting issues resolved
- Preliminary analysis beginning
- Partners analysis workshop Aug 7-9

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PRELIMINARY ANALYSIS

Watched Tsha Tsha on TV in the past 12 months

(q32s4)	Freq.	Percent	Cum.
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No	15,229,488	51.86	51.86
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Yes 	14,137,024	48.14	100.00
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Total	29,366,512	100.00	
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PRELIMINARY ANALYSIS

Watched Tsha Tsha on TV in the past 12 months

Age Group (terciles)

(q32s4) | 15-22 yrs 23-34 yrs 35-65 yrs | Total

-----+-----+-----				
No	3,114,906	4,161,272	7,953,310	15,229,488
	39.90	42.96	66.98	51.86
-----+-----+-----				
Yes	4,692,076	5,524,076	3,920,872	14,137,024
	60.10	57.04	33.02	48.14
-----+-----+-----				
Total	7,806,982	9,685,348	11,874,182	29,366,512
	100.00	100.00	100.00	100.00

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NEXT STEPS

- Analysis of data (August-September)
- Presentation of data (October-November)
- Consensus building with key stakeholders (October-February)
- To develop the first National HIV/AIDS Communication Strategy (February-March)
- Repeat the survey in 2008